



# MARKETING

## COLLEGE OF BUSINESS MAJOR FACT SHEET



Marketing helps organizations build customer relationships and achieve their goals by understanding customer needs, researching the potential market and developing solutions to meet those needs. Specific aspects of marketing include developing new products and services, determining how they should be priced, and creating effective marketing communications to customer awareness and interest.

### MARKETING OPPORTUNITIES

- **Digital Marketing:** Create digital content to promote products and services
- **Business Analytics:** Gather, analyze and interpret information about markets and customers
- **Professional Sales:** Build relationships, sell products and services, and grow sales revenue
- **Marketing Certificates:** Digital Marketing, Analysis and Insights, Sales, Marketing

### AVERAGE ANNUAL STARTING SALARY

UWO Graduate\*

**\$47,457**

National\*\*

**\$58,242**

### STUDENT ORGANIZATIONS

UWO Marketing and Sales Club brings career professionals to campus to help aspire marketing and sales professionals learn more about career options and how the field of marketing is changing. Club activities often go where the action is – in the business world – traveling to local businesses to network with alumni and learn from prominent experts in our field.

### FEATURED EMPLOYERS

Northwestern Mutual, Amcor, Sherwin Williams



### CLASSES

- Advertising and Social Media Marketing
- Business Growth and Development
- Consumer Behavior
- Digital Marketing Analytics
- Digital Marketing
- Global Marketing
- Marketing Analytics
- Marketing Research
- Marketing Strategy
- Retailing in the Digital World
- Sales Management

### CHARACTERISTICS

- Creative
- Team Player
- Detail-Oriented
- Analytical
- Communicator
- Versatile
- Goal-Oriented
- Problem Solver

### COMMON JOB TITLES

- Account Executive
- Advertising Director
- Brand Manager
- Digital Marketing Specialist
- Inside Sales Representative
- Market Research Analyst
- Marketing Manager
- Marketing Specialist
- Product Manager
- Sales Manager
- Social Media Managers
- Store Manager

### AVERAGE HOURLY INTERN WAGE

- \$14.27

\* Salary data from UWO 2021-2022 First Destination Outcomes report

\*\* Salary data from NACE Class of 2021 Report